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**ADDENDUM NO. 1**

**Date: May 17, 2016**

**RFP No. 16-0425**

**RFP Title: Advertising Agency for Tourism Marketing**

It is the vendor's responsibility to ensure their receipt of all addenda, and to clearly acknowledge all addenda within their initial bid or proposal response. Acknowledgement may be confirmed either by inclusion of a signed copy of this addendum with their response by completion and return of the addendum acknowledgement section of the solicitation. Failure to acknowledge each addendum may prevent the bid or proposal from being considered for award.

**This addendum changes the date for receipt of bids or proposals on June 8, 2016 at 3:00 p.m.**

A non-mandatory pre-proposal conference commenced with the provision of an agenda containing question and answers received prior to, during the conference, and after the conference. It is noted that all questions submitted and answers given during this meeting would be reviewed for accuracy and would be clarified in this addendum.

**Change to Section 1.1, Purpose:**

The Lake County Economic Development & Tourism Division is seeking to contract with an advertising/marketing agency that can partner and collaboratively work with the County to create a marketing and advertising campaign that will highlight Lake County as a tourism and vacation destination. The campaign shall be comprehensive, consisting of multiple advertising and marketing channels, and shall be developed to be executed on an annual basis. The estimated budget for **each year of the term** of the resulting contract is \$500,000, and is subject to the availability of funds. Lake County reserves the right to adjust the budget and degree of related services based on results realized. The awarded vendor shall be responsible for staying within the budgeted amount currently established by the resulting contract.

## **Questions/Answers:**

Question 1: Can you please let me know who the incumbent is for this solicitation?

Answer 1: All work previously performed was done in-house. There is a significant portion of this RFP that will continue to be done by the County's in-house staff and continue our relationship between our Communications staff and the agency that is selected. Communications internal staff has three Graphic Designers, two Internet Applications Developers and one Front End Developer team that will be working closely on deliverables and are available during term of contract. Agency shall be responsible for any services beyond the scope of this staff.

Question 2: Please advise if a company from outside the USA can apply for this.

Answer 2: Any vendor wishing to participate may submit a response.

Question 3: Please advise if we need to come over there for meetings?

Answer 3: County is seeking a partnership with the winning respondent, and while the county will entertain options of conducting meetings via go-to-meeting, skype and conference call, we do feel that representatives should be available to meet in-person with county personnel when needed.

Question 4: Can we perform the tasks related to this RFP outside USA?

Answer 4: See response to question 3.

Question 5: Can we submit the proposal via email?

Answer 5: Please see Section 1.13, Delivery of Solicitation Response.

Question 6: How will the price form be evaluated?

Answer 6: County will review responses based on value compared to cost and quality of the work over quantity with measurable results with targeted marketing campaigns.

Question 7: Does the proposer score extra points by not allocating the entire estimated budget for the year?

Answer 7: No. County has a budgeted amount and would like to use it.

Question 8: What is considered 'Best value to the County'?

Answer 8: A company which leverages both paid and earned media, and which finds creative ways to get the most PR/Outreach at minimal costs; and can produce a "call-to-action" that results in a measurable increase in visitation to Lake County. Also, a company whose work product is of a high-quality, yet fits well with the overall message Lake County is trying to portray.

Question 9: Does the County pay commission for advertising buys?

Answer 9: Commission will not be paid as an extra expense.

Question 10: Section 1.7, Type of Payment. What type of contract is this? Time and materials? Firm fixed price? Other?

Answer 10: As detailed in the pricing structure in the RFP, Section 4.

Question 11: Section 1.16, Hourly Rates: "The hourly rates expressed in the proposal and contract shall be deemed to provide full compensation to the vendor for labor, equipment use, travel time, and other element of cost or price." Please confirm hourly rates do not have to cover marketing expenses.

Answer 11: All contract costs and billings will be processed in accordance to the scope of work set forth in RFP Section 2 and pricing structure set forth in RFP Section 4.

Question 12: Please confirm expenses will be covered in the initial not the exceed allowance (\$300,000.) for

third party media advertising billings and/or other printing or distribution costs of marketing material. What are the exceptions to the expenses that will be covered? Will certain current marketing costs now being covered by the County be paid instead through this contract?

Answer 12: All contract costs and billings will be processed in accordance to the scope of work set forth in RFP Section 2 and pricing structure set forth in RFP Section 4.

Question 13: In Section 1.14.1 Tab F, # 2 asks teams to reference at least 5 similar work efforts for other public sector clients in Florida within the last (3) years. We have 3 case studies that we believe fit the requirements, but would like to ask that our long track record in travel/hospitality satisfy that requirement.

Answer 13: Agencies are advised to submit a response that best satisfies the County's requirements.

Question 14: Section 4, No. 5 – To clarify, the \$300,000. Is net media costs, leaving \$200,000. for fee-based work (strategy, creative, PR, etc.). Is this correct?

Answer 14: Yes, this is correct. This is the County's estimate, and if less is needed on the fee-based work, the remainder can be used for the media buys, and visa-versa.

Question 15: Will the "Real Florida, Real Close" campaign tagline continue to be used or is the expectation that new creative would use a new message?

Answer 15: County has no desire to shift from this as this is what the Board believes in. Agencies that develop an ad campaign or slogan is fine and is expected.

Question 16: Is there a list of events the County is currently supporting financially? Will marketing support for these events be part of the scope of the contract?

Answer 16: This RFP is not event-based and will not be used to support events.

Question 17: The Marketing Plan references the "Marketing Tactics, Budget and Timeline Report." Is this available for review as well?

Answer: [http://lakecountyfl.gov/departments/economic\\_growth/economic\\_development\\_and\\_tourism/tourism/](http://lakecountyfl.gov/departments/economic_growth/economic_development_and_tourism/tourism/)

Question 18: Do you prefer a response with Task 3 totaling \$500,000., or, as an example, \$750,000., for County to pick and choose specific programs or campaigns?

Answer 18: The County has a budget and would like to use it wisely. Agencies may submit as they would like, showing a menu or list of items or groups of items.

Question 19: Does local preference policy play a part in the weight in award?

Answer 19: The County is interested in finding an agency that has knowledge and an experience level of Lake County that your agency can better craft a message based on Lake County's unique brand.

Question 20: Under Video /Photo that was provided, do we need video and photo shoot based on what was in the original RFP?

Answer 20: Yes.

Question 21: Do references have to be from a named agency or from a staff member that comprises the agency?

Answer 21: References should be filled out by who the contract is with and contact person for each project.

Question 22: In the section 1.14.1. Tab C, question 2: Could you please define/provide an example of what your expectations are for "Multiple alternate solution proposals". Are you expecting to see a Marketing Plan Analyses and a detailed Media and Advertising campaign for Lake County as part of the RFP response?

Answer 22: The County is looking to review the experience of the agency as a whole, its staff, the services

it provides and its work product. To do this, the Agency should demonstrate their ability to perform similar work for other clients.

Question 23: The marketing plan was developed in 2014. Were any marketing efforts implemented in 2014-2015 and early 2016? If those initiatives listed in the annual “Marketing Tactics, Budget and Timeline Report,” which is referenced in the Marketing Plan, would you be able to share that report?

Question 23: Yes. The County has been executing the marketing plan in-house since 2014. The report is available by request.

Question 24: Is [www.visitlakefl.com](http://www.visitlakefl.com) a new site that was planned to be developed according to the Marketing Plan?

Answer 24: The new website, which was completed in April 2015, was a directive of the Tourist Development Council, and work began on the project before 2014, when the marketing plan was implemented. However, the plan and website are obviously highly aligned and are both integral parts of the overall strategy.

Question 25: Is there existing Lake County Public Relations support or on-going initiatives?

Answer 25: The Lake County Communications Department handles all of the existing public relations work, while a combination of Economic Development and Tourism and Communications manage the advertising strategies.

Question 26: Has Medical Tourism showed any significant growth since 2014? Is it based on the PUR Clinic at South Lake Hospital only, or are there any additional facilities that attract medical tourism to Lake County?

Answer 26: Medical tourism has been growing in Lake County, and while PUR is one of our leading medical tourism facilities, there are certainly others that are impacting the space.

Question 27: In the SWOT analyses, there is line stating that “Reputation and Recognition” is one of the threats. Can you please elaborate on that?

Answer 27: Reputation: segments of the Central Florida region perceive Lake County as an “out-of-the-way, remote” area with nothing to do. Recognition: other segments of the Central Florida are not familiar with Lake County, where we are and what we offer.

Question 28: Please respond the County intends to award this RFP?

Answer 28: Award will be made to the agency that submits the overall proposal that is judged to provide the best value to the County. Proposals will be evaluated based upon the criteria listed in Section 1.3, which is listed in order of descending importance.

Question 29: Section 5, Attachment 3: Would it count against us or would we be penalized if we did not include project costs? We are bound by confidentiality and non-disclosure agreements with our clients, many of which survive the terms of our agreements.

Answer 29: Agencies are advised to submit a response that best satisfies the County’s requirements.

Question 30: Section 5, Attachment 2: Are you requesting every project currently being worked on by that team?

Answer 30: The more we can learn and understand about your agencies background and skill set, the better prepared we are to make a decision.

Question 31: Tab F.1: In what format would you like to see these samples, specifically video/film?

Answer 31: Any format that can be easily viewed on a standard PC with standard software.

Question 32: Has Lake County established an estimated media budget?

Answer 32: The \$500,000. Is an annual budget that will cover both media expenditures and agency retainer services.

Question 33: Section 1.14.1, Proposal Submittal requires that the RFP Coversheet be included in Tab A of our response. There is no “RFP Coversheet” template or instructions anywhere in the RFP document. Is it missing?

Answer 33: RFP Coversheet is page 1 of RFP document.

Question 34: Is the current strategic plan completed by in-house or in concert with a third party consultant? If a third party was involved please release their name.

Answer 34: The strategic plan was created in-house.

Question 35: Please confirm there is a \$500,000. Budget each year (\$1 Million total) munis \$300,000. For ad buys.

Answer 35: The expectation is to spend \$500,000. Per year for a total of \$1 Million in the first two (2) years. We estimate that will be spent each year on add buys, but there is flexibility with this estimation pending the other elements of the project.

Question 36: How is the County funding this project?

Answer 36: The project will be completely funded with Tourist Development Tax revenues.

Firm Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Typed/Printed Name: \_\_\_\_\_